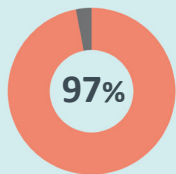
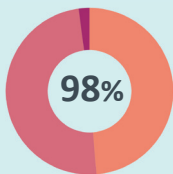


# READER SURVEY 2025

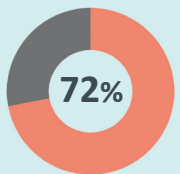
Thank you to everyone who took part and for all your comments and suggestions. We are delighted to announce the WINNER



97% of you show that print is still highly effective on a local level, as you access The Listing in printed form



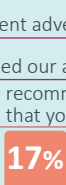
The Listing is read by our community 49% of you read The Listing cover to cover, with a further 49% reading key articles that appeal to you, including the 19% who have a quick flick through, and 4% of you like to just read the adverts



72% of you retain your copy of The Listing until the next one arrives



The Listing encourages you to get involved in our community and buy from local businesses



attended an event advertised in The Listing

have used our advertisers

recommended an event, business or organisation that you've seen in The Listing to a friend

have joined an organisation

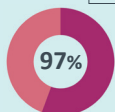
The Listing reaches both long-term residents and those of you who are new to the Royston and SG8 area

Directly corresponding with how long you've lived in the area, **57%** of you have been reading The Listing since our very first issue, back in 2005. What is really heartening is that **8%** of you have been reading The Listing for less than a year and **32%** for 1-5 years. We hope we've made your move to the area just that little bit easier



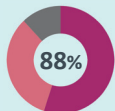
Whilst just **32%** of you use our website as a source of local information, of those of you who do, this is what you use:

**53%** Clubs and Societies Directory  
**47%** Useful Numbers  
**43%** Local Business Directory  
**35%** What's on Calendar  
**33%** Children and Families Guide



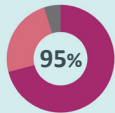
## The Listing Content

97% have rated the quality of the content in the magazines as **Excellent** (54%) or **Good** (43%)

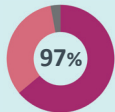


## The Listing Design/Layout

88% of our readers find the layout and design of the magazine **Very Appealing** (55%) or **Somewhat Appealing** (33%) and 12% of you Neutral or Poor



Perhaps even more importantly though, is how easy you find it to navigate the magazine. 71% find the Print edition **Very Easy** to navigate, and a further 24% **Easy**



## Your Overall Satisfaction with The Listing:

**64%** of you are Very Satisfied and **33%** Satisfied

We agree that improvements can be made to the layout and design of The Listing, and it's fair to say that we do find it a practical challenge as we strive to fit in so much information every month.

We will, however, be refreshing the look of the magazine in September, to coincide with our 20th Anniversary

We always welcome your feedback, scan the QR code or visit [thelistingmagazine.co.uk/your-feedback](http://thelistingmagazine.co.uk/your-feedback) to see more survey results and share any additional thoughts. Alternatively, you can email us: [hello@thelistingmagazine.co.uk](mailto:hello@thelistingmagazine.co.uk)



the listing